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"I Understand" Jughead

KINDNESS THROUGH UNDER-STANDING
WHAT'S WITH NEEDLENOSE?
IT'S HIS NEW THING... KINDNESS THROUGH UNDERSTAND-ING!
KINDNESS THROUGH UNDER-STANDING

JUGHEAD, No. 180, May, 1970. Published Monthly by ARCHIE COMIC PUBLICATIONS, INC., Second and Dickey Streets, Sparks, Ill. 62086. Executive and Editorial offices: 1130 First Avenue, New York, N.Y. 10021; Chicago office: 166 E. Superior Street, Chicago, Ill. 60611. Second Class Postage Paid at Sparks, Illinois under the Act of March 3, 1879. Trademark registered U.S. Patent Office. Yearly subscription $3.80 in U.S.A. Single copies 15c. Copyright © 1970 by Archie Comic Publications, Inc. No actual person is named or delineated in this fictitious magazine. All rights reserved. © Under Universal, International and Pan-American Copyright Conventions. Printed in the U.S.A. This periodical may not be sold except by authorized dealers and it is sold subject to the conditions that it may not be sold or distributed with any part of its cover or individual features cut or mutilated, nor affixed to, nor as part of any advertising, literary or pictorial matter whatsoever.

HE WANTS TO FILL THE WORLD WITH KINDNESS AND UNDERSTANDING!
IT'S A NICE THOUGHT, BUT IT WON'T WORK!
WHY NOT?
IF EVERYBODY UNDERSTOOD THEIR FELLOW MAN, THE WHOLE WORLD WOULD BE FILLED WITH LOVE AND KINDNESS!
IMPOSSIBLE! LEND ME YOUR EYEBROW PENCIL, BETTY!
NOW WHAT IF A GUY WALKED UP TO YOU AND DID THIS! WOULD YOU UNDERSTAND?
YES! I WOULD UNDERSTAND THAT HE'S TRYING TO UPSET ME! I WOULD JUST TURN THE OTHER CHEEK!

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BUT SUPPOSE THIS GUY WAS JUST IN A NASTY MOOD?
I'D FORGIVE AND FORGET! HUMAN KINDNESS WILL ALWAYS WIN OUT!
SUPPOSE HE TOOK YOUR HAT AND THREW IT DOWN?
AND JUMPED UP AND DOWN ON IT? WOULD YOU STILL FEEL THE SAME?
YES! I'D UNDERSTAND THAT HE WAS EMOTIONAL AND UNSTABLE! THAT HE WAS TRYING TO UPSET ME!
AND YOU WOULDN'T LET IT BUG YOU?
NOT AT ALL!

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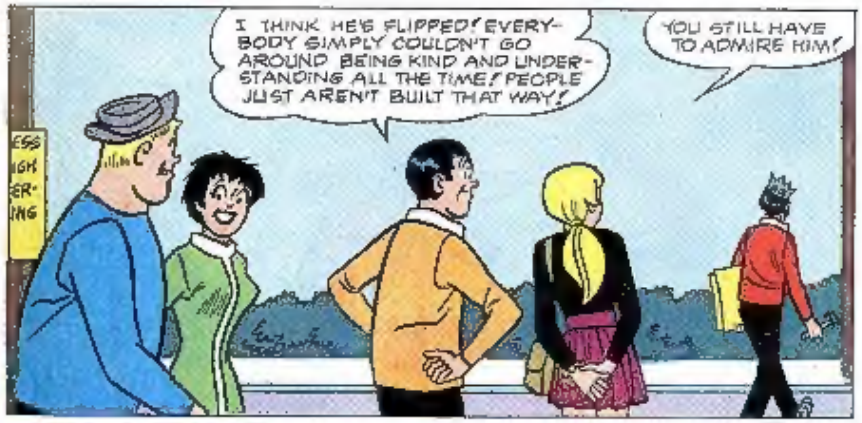
I THINK HE'S FLIPPED! EVERYBODY SIMPLY COULDN'T GO AROUND BEING KIND AND UNDERSTANDING ALL THE TIME! PEOPLE JUST AREN'T BUILT THAT WAY!
YOU STILL HAVE TO ADMIRE HIM!

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REGGIE! COME DOWN!
YOU'LL HIT ME!
KINDNESS
JUST GIVE ME YOUR HAND!
GO AHEAD! BREAK IT AND GET IT OVER WITH!
I AIN'T GONNA BREAK IT! I WANNA SHAKE IT! JUG SAYS TO BE KIND TO YOUR ENEMY AND HE'LL BE KIND IN RETURN!
DON'T THINK FOR A MINUTE THAT I DIDN'T BELIEVE THAT STUFF, OL' PAL! I WAS JUST HAVING A LITTLE FUN. THAT'S ALL! MY HEART IS JUST FULL OF KINDNESS!
IT'S LIKE THE SIGN SAYS, REGGIE! ... KINDNESS THROUGH UNDERSTANDING!
KINDNESS THROUGH UNDERSTANDING
END

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Archie Club News

ARCHIE CLUB MEMBERS: send in your news reports and be eligible to win cash prizes in the Archie Series Magazines. Please address all letters and postcards to ARCHIE CLUB NEWS, 1116 First Ave., N.Y., N.Y. 10021

Jughead No. 180 May — MEMBERSHIP — TWENTY-FIVE CENTS

FIRST PRIZE — $5.00

REPORTER
MARIE WIMMER
P.O. Box 234
Idyllwild, Calif. 92349

Dear Archie,
I am writing to tell you I love your show. It's the only good cartoon on the air today. We always give plays and always use your music for all the scenes. My friend and I always go around town acting like Betty and Ronnie, and I'm Ronnie because I have black hair. We go to the Ice Cream Palace because that's the closest thing to the Sweet Shop.
I also really dig your music. It's the coolest! I love "Jingle Jangle" the best. I hope you enjoy this poem I wrote about you!

A Day in Riverdale

When the gang goes to the Sweet Shop
Man the place begins to hop
With Betty, Arch, Jug and Ron
They could dance from noon till dawn!

Also Sabrina, the teen age witch
Who does magic just with a twitch—
Of her finger up into the air
Or a tug of her hair!

Dear Archie, I shall always be true
To your gang, and of course to you!

SECOND PRIZE — $3.00

REPORTER
PAM DONADON
3557 Norman Avenue
St. Louis, Mo. 63114

Dear Archie,
Hi! I'm a new member of your club, and I'm writing to tell you about our cat, Clarence. He really belongs to my sister but he is part of the family. Clarence reads your great comics with me and of course, he loves your show!

Clarence is cross-eyed
And intelligent too.
He outsmarts the family
His eyes are sky blue.
His quick, jaunty step
Is amusing to watch
And when he starts running
He's so hard to catch!
His long, skinny tail is entirely black,
His ears and his paws, But of course not his back.
He meows when he's hungry
And when he wants down
He'll howl very loudly
And put on a frown.
He'll hop on your lap
Or onto your knees
That's only because
He's a good Siamese!

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THIRD PRIZE — $2.00

REPORTER
LISSA REED
11 2nd Boulevard
Lerrasse Vaudreuil
Ile Perrot, Canada

Dear Archie,
My brother bought "Jughead's Eat-Out" giant comic. I read your comic and thought it was great! The best part was Betty's recipes. The very night I got it I cooked one of the recipes. It turned out great! I admit though, my aunt and my mother helped me.
My brother and I have nearly all your comics! I like your whole gang, especially you and Betty. Why don't you pick Betty for your girlfriend? All the girls at St. Patrick of the Island School like your gang too!

FOURTH PRIZE — $1.00

REPORTER
ROSIE BENKERT
3228 Grant Avenue
Louisville, Ky. 40214

Dear Archie,
I'd like to tell you about Mammoth Cave. It's in the southern part of my state.
There are several tours to get in it. Once inside, it will remind you of a majestic palace. The walls are orange, red, purple, and many other colors. It also has a beautiful crystal lake with fish. Also on display is the skeleton of an Indian who died in the cave thousands of years ago.
To me, the most spectacular of all, is the Frozen Niagara. These are fossil rocks that hang from the cave's ceiling and have rainbow colors.
I hope if any of you stop in this area, you will go see Mammoth Cave. It'll be worth your time.

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1116 First Avenue, New York, N.Y. 10021

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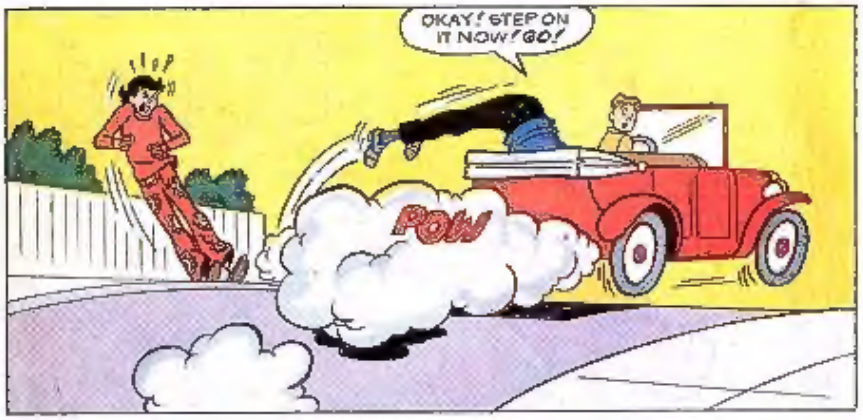

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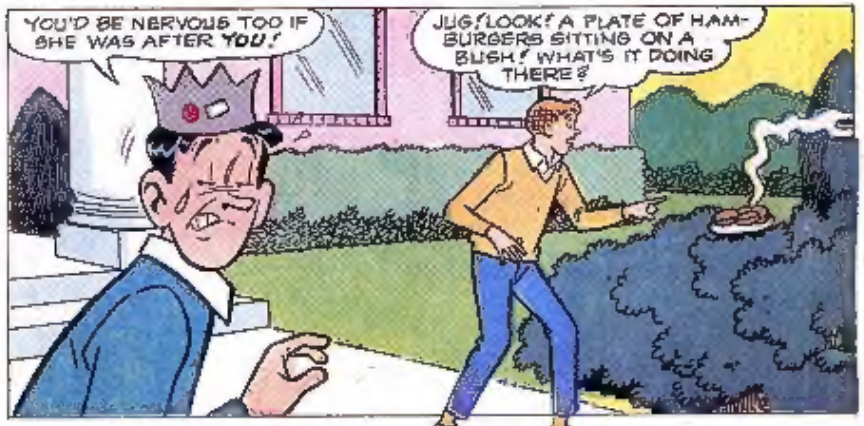

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WAIT FOR ME! DON'T LEAVE ME ALONE!
IT'S EVERY MAN FOR HIMSELF!
JUGGY, ALL I WANT IS ONE MISERABLE DATE!
THAT'S JUST WHAT IT WOULD BE!
JUMP, ARCH!
CHEE-EE! SHE'S GOT THE PLACE BOOBY TRAPPED!
4

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HEE! HEE! THAT WAS FUNNY!
HURRY, ARCH! WITH BIG ETHEL IN PURSUIT YOU CAN'T EVEN STOP TO LAUGH!
COME INTO MY ARMS JUGGY BABY!
HOW DID SHE GET AROUND HERE SO FAST? IT'S WEIRD! I'M GETTING OUT OF HERE!
WAIT ARCH!
WAIT NOTHING! I DON'T WANT TO GET CAUGHT BY HER!
GOTCHA!
5

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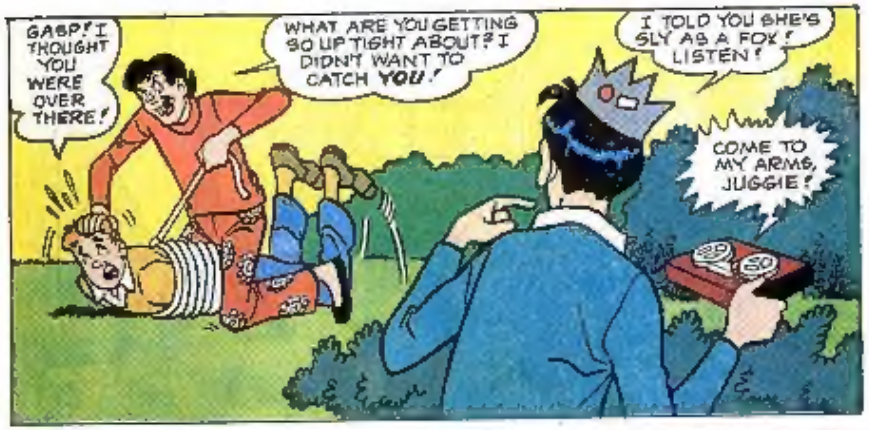
GASP! I THOUGHT YOU WERE OVER THERE!
WHAT ARE YOU GETTING SO UPTIGHT ABOUT? I DIDN'T WANT TO CATCH YOU!
I TOLD YOU SHE'S SLY AS A FOX! LISTEN!
COME TO MY ARMS, JUGGIE!

SOMEDAY WE'LL LOOK BACK ON THIS AND WE'LL LAUGH, JUG!
I DON'T THINK I'LL EVER LAUGH AGAIN!
SURE YOU WILL! WE'RE HAVING A DANCE LIKE THIS ONCE A MONTH FROM NOW ON!
END

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GET IN THE GROOVE FOR A GIANT FUN-IN! FILL OUT THE COUPON BELOW AND ORDER THE COMICS OF YOUR CHOICE!

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- ☐ REGGIE'S WISE GUY JOKES #13
- ☐ EVERYTHING'S ARCHIE #8
- ☐ JUGHEAD'S JOKES #16
- ☐ ARCHIE'S PALS 'N' GALS #58
- ☐ LITTLE ARCHIE #59
- ☐ ARCHIE'S MADHOUSE ANNUAL #7
- ☐ ARCHIE'S JOKES #163
- ☐ BETTY & VERONICA SUMMER FUN #164
- ☐ THE WORLD OF JUGHEAD #172
- ☐ ARCHIE'S CHRISTMAS STOCKING #167
- ☐ BETTY & VERONICA CHRISTMAS SPECTACULAR #169
- ☐ THE WORLD OF ARCHIE #171
- ☐ BETTY & VERONICA SPECTACULAR #173

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MAIL FOR YOUR CHOICE TODAY!

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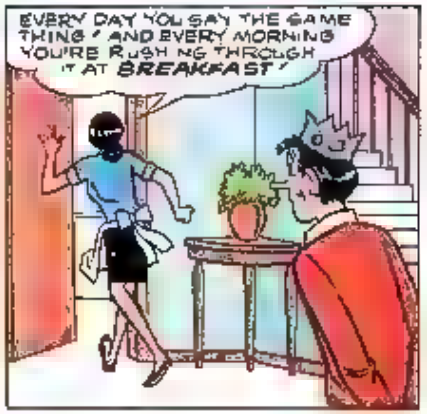
Jughead "the Signature"



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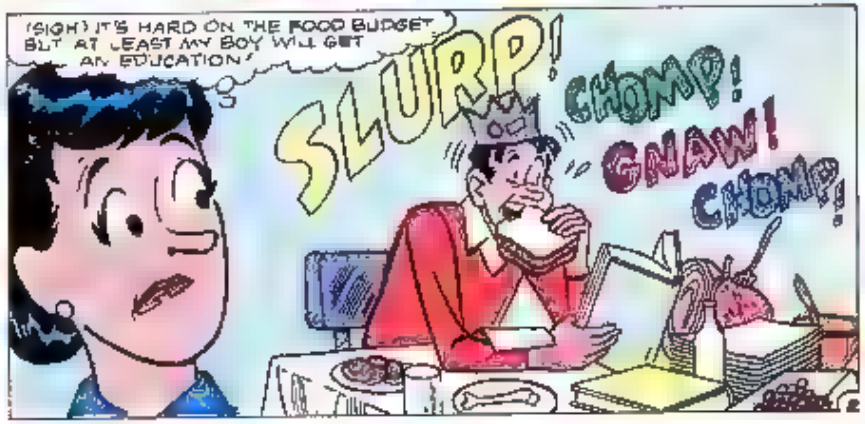

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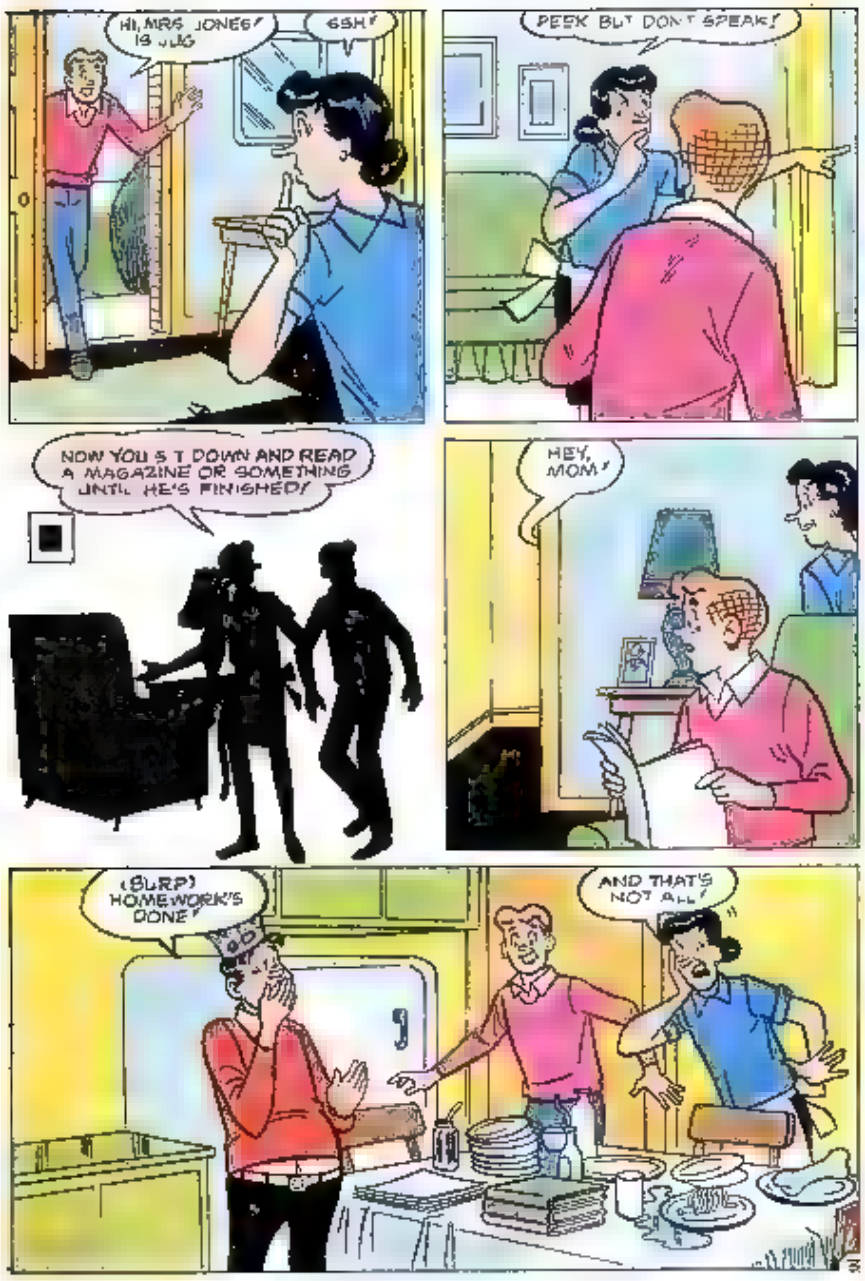
HI, MRS. JONES! IS JUG
GSH!
PEEK BUT DON'T SPEAK!
NOW YOU SIT DOWN AND READ A MAGAZINE OR SOMETHING UNTIL HE'S FINISHED!
HEY, MOM!
(BURP) HOMEWORK'S DONE!
AND THAT'S NOT ALL!

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WE GOT SOME PRETTY TOUGH HOMEWORK JUG! HOW'D YOU GET IT ALL DONE SO FAST?
IT'S EASY!
WHEN YOU HAVE INSPIRATION!
HMM...
HOW ABOUT COMING INTO MY HOUSE AND DOING MY HOMEWORK?
I COULDN'T DO THAT ARCH! IT'S NOT RIGHT!
HOW'S THAT AGAIN?
CHOMP!
SLURP!
BEAUTIFUL! JUST BEAUTIFUL!

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THANKS, JUG YOU'RE A PAL!
SORRY I'VE GOT TO EAT AND RUN BUT I DON'T WANT TO BE LATE FOR DINNER!
NEXT DAY
ARCHIE YOU'LL REMAIN AFTER SCHOOL / TWO HOURS DETENTION!
WHAT DID I DO?
IT'S WHAT YOU DIDN'T DO! I MEAN YOUR HOMEWORK!
BUT IT'S RIGHT THERE MISS GRUNDY!
I HAVE YOUR HOMEWORK AS DONE BY JUGHEAD! SIGNED IT!
AFTER ALL THESE YEARS WE ALL RECOGNIZE JUGHEAD'S WORK!
THERE'S GRAVY, KETCHUP, PUDDING, PIE, CHOCOLATE ICE CREAM, CUSTARD, JAM.
I NEVER SAID I WAS NEAT!
END

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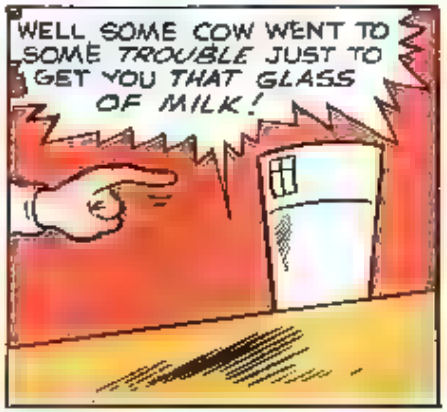
Li'l Jinx

"HOW NOW BROWN COW"



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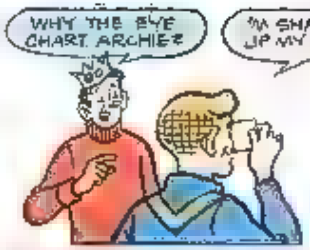

Jughead

SIGHT FLIGHT

THIS IS ONE TIME IT'S GOING TO PAY TO GET SOMETHING CAUGHT IN THE EYE!
Ski Valley LODGE presents its ANNUAL
GIRL WATCHING
CONTEST
1ST PRIZE $25.00

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7 FEET TALL

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Eyebrook, N.Y. 11563

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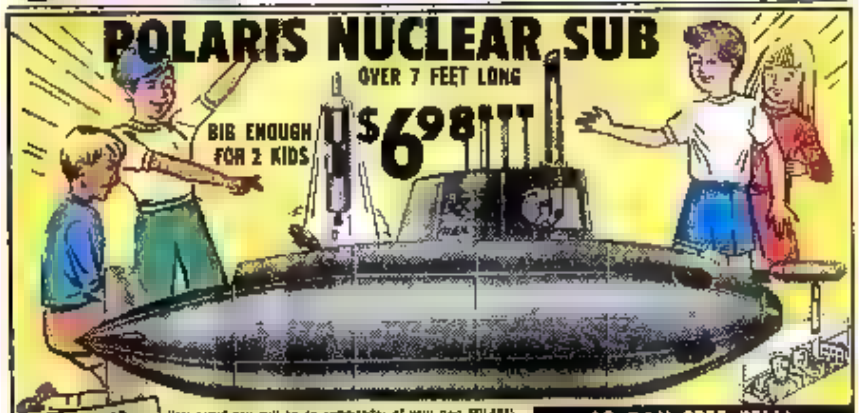

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☐ SEND IT PREPAID. I enclose $6.98 plus 75¢ to help cover shipping charges.
☐ SEND IT C.O.D. I enclose $1 good-will deposit and I will pay postman $5.98 on delivery plus C.O.D. postage

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New York State residents please add 5% sales tax.

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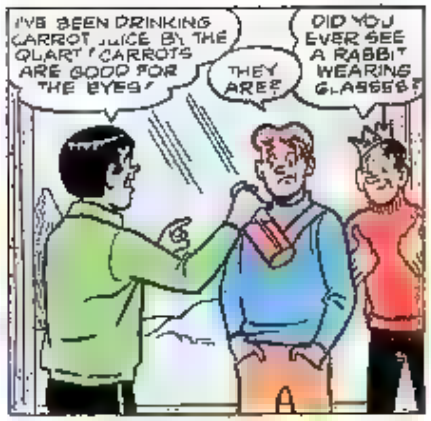
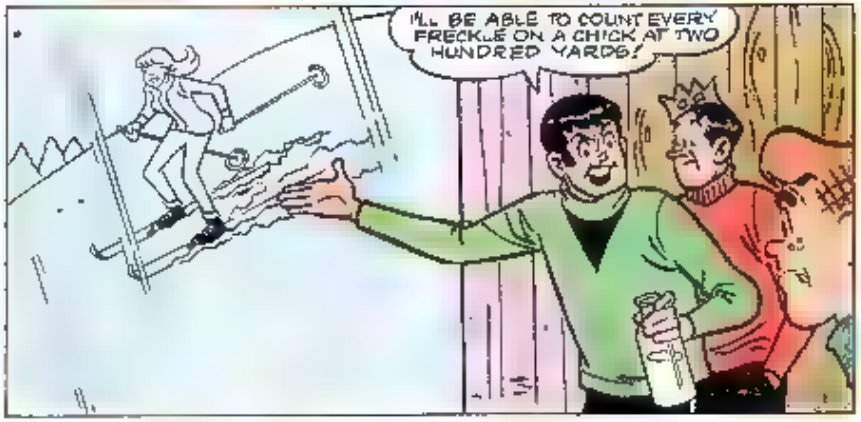
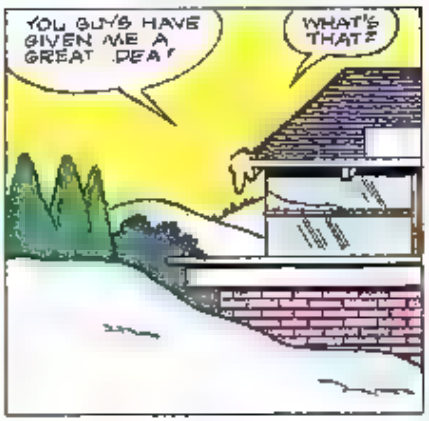

I'VE BEEN DRINKING CARROT JUICE BY THE QUART! CARROTS ARE GOOD FOR THE EYES!
THEY ARE!
DID YOU EVER SEE A RABBIT WEARING GLASSES?





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ARCH, DID YOU HEAR THAT? GIRL-HATING JUGHEAD IN A GIRL WATCHING CONTEST! HO HO! YUK! HOW!
YOU'RE PUTTING US ON! YOU DON'T REALLY MEAN IT, DO YOU?
WHY NOT?
HAW! THAT'S THE FUNNIEST THING I'VE HEARD IN YEARS!
BUT JUG, YOU'RE A WOMAN HATER!
EXACTLY! WHO CAN SPOT A DOG BETTER THAN A DOG-HATING CAT? WHO CAN SPOT A GIRL BETTER THAN GIRL-HATING ME?
BESIDES, FIRST PRIZE IS TWENTY FIVE DOLLARS, WHICH MAKES FIFTY GOOD REASONS WHY I WANT TO ENTER THE CONTEST!
HOW DOES TWENTY FIVE MAKE FIFTY?
SIMPLE! TWENTY FIVE SMACKERS MEAN FIFTY LIP SMACKING HAMBURGERS!

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CONTEST DAY!
YOU THREE FINALISTS KNOW THE RULES!.. NO HEAD-TURNING AT ANY TIME AND NO TALKING TO THE GIRLS!
READY!.. SET!.. COMMENCE OBSERVING!
A PURPLE LONG NECKED SCHUSSER DIRECTLY AHEAD!
YOU STRAINED YOUR NECK! THAT'LL COST YOU A POINT!
A PONY TAILED YELLOW PARKA AT THREE O'CLOCK!
YOU WINKED! THAT'S A NO-NO!
A ROSY CHEEKED CHRISTIE 3000 YARDS TO MY RIGHT!
GASP! SO IT IS!
A BLUE STRETCH PANTS FLOPPER DIRECTLY BEHIND ME!
JUGHEAD, YOU'RE WINNING HANDS DOWN!

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FIVE MILES AWAY... FAST APPROACHING THIS POINT IS A...
OHMYGOSH!
WHAT'S AN 'OHMYGOSH'?
IT'S A LONG NECKED UGLY DUCKLING... BIG ETHEL!
JUG! DON'T YOU WANT YOUR PRIZE MONEY?
SAVE YOUR BREATH MISTER! HE WON'T STOP TILL HE'S OVER THE BORDER!

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LOOKS LIKE YOU TWO WILL HAVE TO DIVIDE THE PRIZE MONEY!
JUG WOULD HAVE WANTED IT THAT WAY!
HI FELLOWS! SEE ANYTHING OF JUGHEAD?
BIG ETHEL! JUST THE GIRL WE WANT TO SEE!
NEVER MIND JUGHEAD!
WHA...?
YOU ARE COMING WITH US!
GIVE THIS YOUNG LADY ANYTHING HER LITTLE HEART DESIRES!
AND TOP IT OFF WITH GOBS OF WHIPPED CREAM!
WHAT'S IT ALL ABOUT?
WELL, YOU SEE WE WERE IN A CONTEST...
AND THANKS TO YOU WE WON BY AN EYELASH!
END

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Are you missing out on the extra pay of an I.C.S. graduate?

Recently we mailed out a questionnaire to a group of our graduates, two years after they had received their I.C.S. diplomas.

The main objective of this questionnaire was to determine if spare-time study had helped them get ahead faster.

- Those who answered the questionnaire reported that they were earning *almost $1140 more* (median) than the day they'd received their diplomas.
- Over 18% said their annual pay had grown $2000 or more.
- The number of graduates making over $10,000 had *more than* doubled.

All this proves one thing. Bosses—who give the raises—know the value of I.C.S. training. (More than 7000 have proved it by entering formal training arrangements with us.)

If you study with I.C.S., will your pay grow as fast? It may grow even faster. So take the first step toward higher pay right now. Mail the coupon.

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ICS, Scranton, Pa. 18515

Take your first step . . . mail this coupon today . . . ICS, Scranton, Pa. 18515.

Applied for veterans.

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HIGH SCHOOL
HOME STUDY PREPARE
MACHINE SHOP PRACTICE
MECHANICAL
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TV-RADIO-ELECTRONICS
WRITING

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WIN 2 WAYS WITHOUT COST

CHOOSE FROM LOADS OF PRIZES
. . . OR TAKE CASH PROFITS

BE ELIGIBLE FOR GRAND PRIZE BONUS AWARDS
$1,000 COLLEGE SCHOLARSHIP
OR OTHER BONUS AWARDS

SELL BEAUTIFUL J.S.C.A. GREETING CARDS. IT'S EASY. IT'S FUN. IT COSTS YOU NOTHING.

CHEMISTRY LABORATORY Sell Only 1 Order
MINIBIKE (Boys or Girls Models) Sell Only 4 Orders
GLASS BOW ARCHERY SET Sell Only 1 Order
INSTANT LOAD FLASH CAMERA OUTFIT Sell Only 1 Order
U. S. RUBLE Sell Only 1 Order
P-51 MUSTANG PLANE with ACCESSORIES Sell Only 1 Order
WORKING HO TRAIN with POWER PACK Sell Only 2 Orders
SPIN-CAST ROD AND REEL Sell Only 1 Order
POLAROID STRINGER FLASH CAMERA Sell Only 2 Orders
BIG POWER ILLUMINATED MICROSCOPE Sell Only 1 Order
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40X TELESCOPE Sell Only 2 Orders
FOLK GUITAR Sell Only 1 Order
GAS-POWERED DUNE BUGGY with ACCESSORIES Sell Only 2 Orders
SHRIKE GAS POWERED RACER Sell Only 1 Order
PORTABLE RADIO OUTFIT Sell Only 1 Order
ROYAL PORTABLE TYPEWRITER Sell Only 2 Orders
4-SPEED PHONOGRAPH Sell Only 2 Orders
DAYTONA ROAD RACING SET Sell Only 2 Orders
DELUXE TENT Sell Only 2 Orders
ELECTRIC CHORD ORGAN Sell Only 2 Orders
SLEEPING BAG Sell Only 1 Order
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SPALDING BALL GLOVE Sell Only 1 Order
PORTABLE HAIR DRYER Sell Only 2 Orders
PORTABLE RADIO/PHONOGRAPH Sell Only 3 Orders
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GIRL OR GIRLS WRIST watCH Sell Only 1 Order
"PORTA" TELEVISION RADIO Sell Only 1 Order

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MAIL YOUR POSTAGE-PAID REPLY CARD NOW!

Junior Sales Club of America

FIRST CLASS PERMIT NO. 3105 SPRINGFIELD, MASSACHUSETTS

BUSINESS REPLY MAIL
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

Postage Will Be Paid by

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Fold Down Here ↑ Don't Cut! Do Send Wrong. Staple or Scotch Tape! ↑ No Stamp Needed!

Please send me my first order of 11 All Occasion Greeting Card Boxes to sell — and complete facts on how to win Grand Prize Awards.

Name .....
Address ..... Apt. No. .....
City ..... State ..... Zip .....
Parent's Signature .....

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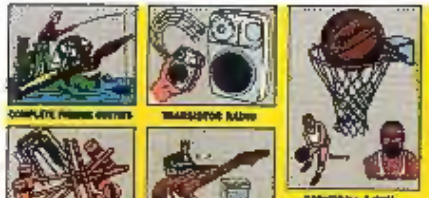

I sold over 600 packs and earned a bicycle.
David Peterson
Michigan

Customers like American Seeds. That's why it's so easy to sell them.
Sandy Forsyth
Florida

I've earned three prizes and money. American Seeds are great.
Jon Ballard
Washington

MAKE MONEY
GET PRIZES
with Fast Selling American Seeds

Take your choice of 100 wonderful prizes. You can earn as many as you want. Most prizes shown here and many more in our Big Prize Book are given WITHOUT COST for selling just one 48-pack order of American Vegetable and Flower Seeds at 25¢ a pack. Some of the larger prizes require more sales or extra money as explained in the Big Prize Book.

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$3,000 GIVEN AWAY in our Promptness Contest in addition to the prizes and money you earn selling seeds.

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MAIL ONE COUPON TODAY
Give the Other to a Friend

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Please send me your Big Prize Book and one order of 48 packs of American Seeds. I'll sell them at 25¢ a pack, send you the money and choose my prize. Send seeds checked.

☐ All Flower Seeds ☐ Mixed Vegetable and Flower Seeds

Name _____

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AMERICAN SEED CO., Dept. 648 Lancaster, Pa. 17604

Please send me your Big Prize Book and one order of 48 packs of American Seeds. I'll sell them at 25¢ a pack, send you the money and choose my prize. Send seeds checked.

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